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RAY LEWIS
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AFTER THE FIFTH DAY

AFTER five consecutive days of attending Motion Picture conferences, which commenced, with the exception of the first day, about 9.30 a.m. and continued with intermission for lunch, until 6.30 p.m. daily, it may be advisable to take the last two days as first for comment, and use these days as a tuning fork to catch the refrain of the preceding days.

Our setting is the Alpine Inn, at Ste. Marguerite, on Thursday, Sept. 27 and Friday the 28th.

In attendance from the head office of Famous Players Canadian Corp. were John J. Fitzgibbons, C.B.E. and President of the Famous Players Canadian Corp., R. W. Bolstad, Vice-Pres. and Treasurer, Morris Stein, Ben Geldsaler, Dan Krendel, Bob Eves, Angus MacCunn, Assistant Treasurer, Jimmy Nairn, Bert Brown, Jack Fitzgibbons, President of Theatre Confection of Canada Limited, Norman G. Robertson, K.C., and Gaston Pratte, members of the Board of Directors.

Dan Krendel was in charge of the general arrangements for the accommodation of the guests, officers and executives who arrived at the Alpine Inn for the conferences, and the various attending functions, and Morris Stein was in charge of the management and conduct of the business sessions, while Jimmy Nairn, Bert Brown, assisted most ably by Tom Cleary, of Consolidated Theatres, took care of the advertising displays in connection with showmanship campaigns on pictures, trailers, advertising accessories, including Famous Players Book-Tickets, holiday special advertising, one sheets, and candy displays.

Jack Fitzgibbons had on display, an ice-cream counter, and we had an opportunity to sample the giant chocolate-covered ice-cream bar, to partake of Pepsi-Cola drinks, and in addition Jack was the kind of a merchandising host who sent each of us home with gifts of assorted nuts in containers, a novelty bank in the form of Mr. Peanut, an executive's very fine pen-knife, which could be attached to a key ring, and of the finest steel, and if this was not bounty enough, we received a huge box of chocolates. I observed that John Fitzgibbons, Jack's father, carried a huge box of chocolates home with him, also.

Jack Fitzgibbons gave a fine talk on Theatre Confections, for which he received hearty applause, but I must add this published thanks, to the thanks which he received from all of us, for sweetening the business sessions with his generosity.

We have jocularly heard it said, that those who operate restaurants do not as a rule eat the food which they serve to customers, but with Theatre Confections, noting the consumption of ice-cream, soft drinks, candy, etc., at the business sessions, it is very evident that we find our own confections most palatable.

I hope we did not consume all the profits, for no youngsters could get away with more ice-cream than we, grown-ups, did.

However, not all of our time was consumed in the consumption of food, there was plenty of talking by the officers and executives and by the partner-affiliates, and by the various heads of departments who talked on the subject of their particular work and interests, as an example, Jules Wolfe talked to us on theatre maintenance, Angus MacCunn on Real Estate, Insurance, Taxation; Jimmy Nairn and Bert Brown on theatre advertising, publicity and exploitation; Morris Stein on company policies, theatre management; Ben Geldsaler on picture-product, Rube Bolstad on finance, and John J. Fitzgibbons, covering every subject pertaining to theatre operation, Company policies, employer and employee relations, public relations, partner-affiliates, picture-product, and with a very detailed report on Television, its past performance, its present status, the potentialities of its future, and in relation to theatre operation. The business sessions were packed full of information and interest. So much information and so large a field was covered, that at times we moved away from a subject before we had time to thoroughly digest the many viewpoints expressed, and to follow through to the open discussions, which included questions and answers on all phases of our business.

When we take into consideration that Famous Players Canadian Corp. has partner-affiliates operating theatres from coast to coast in Canada, each partner-affiliate having maintained, in the partnership affiliation, a definite plan of independence in the operation of his theatre or theatres, but dependent on the principal partner, the Famous Players Canadian Corp., for a flow of the best product, and the benefits of a powerful Canadian organization, reaching into the United States for added power, if and when necessary, we must come to the conclusion that the Famous Players Canadian Corp. is perhaps the only organization of its kind, operating in our Industry, and operating successfully.

In Famous Players Canadian Corp. there are partner-affiliates who are veterans in motion picture operation, some as individual operators, some as circuit operators, who were many years in Motion Pictures prior to the formation of Famous Players Canadian Corp.

There is the Premier Operating Co., with the famous Canadian motion picture family of the Allen Bros., with their sons and in-laws. The Allen Bros. had the dominant theatre circuit in Canada, and operated exchanges across Canada many years before Famous Players Canadian Corp. was formed.

There are Samuel Fine and Sam Bloom of the B & F Circuit, who were theatre operators prior to Famous Players Canadian Corp.

There is F. G. Spencer and his sons, and Wm. Spencer Sr. who operated theatres in the Maritimes as long as I can remember motion pictures in Canada.

There is the Consolidated Theatres,

(Continued on Page 10)

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Motion Picture Industry Council Well Attended

The Motion Picture Industry Council meeting, held last week in Montreal, was attended by the following:

J. J. Fitzgibbons, C.B.E. and David Griesdorf, Toronto.

British Columbia Exhibitors Association—Len B. Johnson, Vancouver, B.C.

Alberta Theatres Association—Ken M. Leach, Calgary, Alberta; Matt Park, Calgary, Alberta.

Saskatchewan Motion Picture Exhibitors Association—George Miller, Wynyard, Sask.; P. W. Mahon, Prince Albert.

Manitoba Motion Picture Exhibitors Association—Robert Hurwitz, Winnipeg, Man.; David Rothstein, Winnipeg, Man.

Motion Picture Theatres Association of Ontario—Morris Stein, Toronto; Harry S. Mandell, Toronto; H. C. D. Main, Toronto; Arch H. Jolley, Toronto.

Allied Theatres of Ontario—Ben Freedman, Toronto.

Quebec Allied Theatrical Industries—J. Arthur Hirsch, Montreal; B. C. Salamis, Montreal; Chas. Bourassa, Montreal.

Maritime Motion Picture Exhibitors Association—A. J. Mason, M.L.A., Springhill, N.S.; F. Gordon Spencer, St John, N.B.

Canadian Motion Picture Distributors Association—Gordon Lightstone, Toronto; Chas. Chaplin, Toronto; Haskell Masters, Toronto; Fred C. Dillon.

Association of Motion Picture Producers and Laboratories—John Chisholm, Leon Shelly, Toronto.

Motion Picture Trade Press—Ray Lewis, Hye Bossin, Toronto.

Observers—Roy Chown, Calgary, Lloyd Mason, Springhill, N.S.; R. W. Bolstad, Carl Peppercorn, Peter Myers, Harvey Harnick, Toronto; Ben Norrish, John Ganetakos, Henry Falk, Montreal: L. M. Brockington, K.C., Ottawa; Irving Herman, Nat A. Taylor, Toronto.

All officers and committees were re-elected unanimously and are as follows:

J. J. Fitzgibbons, C.B.E., Chairman; David Griesdorf, Vice-Chairman; A. J. Mason, M.L.A., Secretary-Treasurer.

General Public Relations Committee—Fred Dillon, Chairman.

Box-Office Promotion Committee—J. Arthur Hirsch, Chairman; Larry Bearg, John Ganetakos, Dave Griesdorf, Charles Chaplin, Gurston Allen.

Legislative Committee—Arch J. Mason, Chairman; Matt Park, Vice-Chairman; P. W. Mahon, M. S. Joiner, Nat A. Taylor, Dave Griesdorf, Chas. Bourassa, Rene Germaine, Gordon Spencer, Charles Chaplin.

Intra-Industry Relations—Jack Chisholm, Chairman; Ray Lewis, Vice-Chairman; Bob Hurwitz, H. C. D. Main, Wm. Winterton, Harvey Harnick, Chas. Chaplin.

Finance and Organization Committee—Morris Stein, Chairman; Mesho Triller, Vice-Chairman; Gordon Lightstone, Basil Salamis, Ken Leach, Len B. Johnson, R. W. Bolstad, Ben Freedman, Wm. Singleton, Gordon Spencer.

Resolutions Committee—F. Gordon Spencer, Chairman; Ken Leach, Vice-Chairman; Jack Chisholm, Fred C. Dillon.

TRADE headlines

Mr. H. Richardson, Deputy Assis't. to the Governor of the Bank of Canada, addresses Motion Picture Industry Council on Canada's Monetary System and coming Bond Savings Drive and gives powerful address.

•

Arthur Hirsch of Consolidated Theatres, presents outstanding Box-Office Summary in connection with public relations, to Motion Picture Industry Council.

•

Charlie Chaplin, as Chairman of Box-Office Committee, outlines a plan for Movie Week or Movie Month in Canada.

•

Manitoba Exhibitors' Association reports on 16 mm. inviting further investigation by Motion Picture Industry Council as to its competition wtih 35 mm. exhibition.

•

Leonard Johnson of Vancouver reports to M.P.I. Council on the spread of "Buck Nights" terming such unfair trade practice between exhibitors.

•

Industry Council approves the distribution of all trailer clips from the Government in the public interest, and which shall include information that the exhibition of such new-clips is a Motion Picture Industry Council service.

•

Motion Picture Industry Council approves the use of local charity news-clips, the exhibition of which shall be designated as a service by the Motion Picture Association, exhibitors or distributors operating in the City or Province in which the campaign is being conducted.

•

Jack Fitzgibbons, Theatre Confections Limited, gives pointers on successful Candy Counter operation — Show complete assortment of candy — Display merchandise correctly, Price stock prominently. Familiarize attendants with types of candy.

•

Can you think of a better title to a Candy Bar than Candy Bar? Send your idea to Theatre Confections Limited, 284 King St. East, Toronto, and win a reward.

•

Happy New Year to all our readers.

RAY PRESENTS

HAVING commented on the last two days of a five-day series of conferences, editorially, I now report on what happened Tuesday and Wednesday, Sept. 25 and 26, at the Mount Royal Hotel, Montreal, where there was gathered, in assembly, delegates, alternates and observers of the Motion Picture Industry Council, some who came from as far as Vancouver, B.C., others from St. John, N.S., from New Brunswick, Prince Edward Island, from Manitoba, Saskatchewan and Alberta, from Ontario, and which conferences included the Council's members from the Province of Quebec, the Quebec Allied Film Industries, officiating to a degree as hosts for the Industry Council.

On another page of The Digest, I present the list of officers, executives, committee-chairmen and delegates, etc., who were in attendance.

If you read the names of those who attended the Industry Council's meetings, and take into consideration the distances from which the delegates came, at their own expense, or their Association's expense, you will realize clearly the attitude taken by members of the Council, in respect to the importance of the Council.

Discounting the expense, there is the important consideration involving the time element, for those who came to the conference are all busy people involved in performing a series of duties in which time plays an important part.

I am aware, that in the United States very important members of our Industry are making a similar sacrifice for an Industry-service, but such sacrifice or dedication to an Industry's job, does not minimize the importance of such service, irrespective of the fact that in such service we who are active on the job in serving the Industry, are serving ourselves.

MANY of those who were present at the Council's sessions were present on the day previous, Monday, Sept. 24th, for the meetings of the National Committee of the Exhibitors Associations, and many who were present at the Council's meetings, Sept. 25th and 26th, journeyed on to the Alpine Inn, at Ste. Marguerite, Que., being officers, executives and partner-affiliates of the Famous Players Canadian Corp.

I do not know whether it is in the best interests of those concerned, in order to save time and expense, nor to the advantage of either of the named organizations, to crowd so many sessions into one week.

The physical and mental alertness of a human being is only capable of absorbing what it can digest, and a steady diet of full-course sessions for five days in succession, may cause the digestive tract to slow up due to over-loading.

The three different conferences had many important questions and problems to consider, and on which to pass judgment, as well as new business to be proposed, and weighed on the scales for future action.

One has to possess the wisdom of a Solon or a King Solomon, the patience of a Saint, the strength of a Hercules, to remain as alert on the fifth day of a continuance of business-sessions as on the first day. Perhaps I am underestimating the ability and physical fitness of those who were present.

I was writing notes, in addition to concentrating on what the speakers were saying, and, at times, participating by giving audible expression.

I KNEW when it was all over it would not be all over for me, there was The Digest job still to be done, and for which service there would be the necessary gleaning among the kernels of wheat which I had gathered in my notes, and some which I had stored away mentally.

Those assembled in these conferences did not "just talk." No one whom I have ever met in a position of importance has succeeded in talking himself into that kind of a job, the job was his, or hers because of an ability to do that job.

There were members of our industry at the conference who hold important positions. Whether we agree wholeheartedly with what the speakers had to say at the various conferences, or agree in part, or disagree entirely, does not alter the fact that what was said was more than "just talk."

Even an Einstein has been proved to be fallible, but it is a rare occasion when one can disprove what he states to be a fact, even if the majority of those who read what he has to say, or listen to what he has to say, cannot grasp what he is saying. The failure to grasp an idea, or a fact, does not nullify either of them.

No company, which occupies the important position in the motion picture industry which Famous Players Canadian Corp. occupies, can introduce theatre operation policies, employer and employee relations, public relations, picture presentations, without such policies and operation directly and indirectly affecting the motion picture industry as a whole.

As a matter of fact, and of record, what any one of us in our industry does, irrespective of our size, affects all of us, because of the nature of our business.

I WILL deal with an important matter in respect to the Industry Council's meetings, and that is Canada's Savings Bond Drive, which subject was introduced at the Industry Council's sessions by Mr. H. Richardson and for which government campaign we are pledged to give support.

We listened to an intelligent and realistic talk by Mr. Richardson, and I thought as I listened how impressive would be the message which it contained and conveyed, could this industry of ours assist in transplanting that story on film, for exhibition on our screens.

While Mr. Richardson was talking to us of Canada's capital expenditures, our financial position, our spending in the consumers' markets, the necessity of being prepared to maintain the standard of living, which we all at present enjoy, through a saving or a form of conservation, and the recognition of our national obligations, the arteries of which reach out internationally, I kept repeating to myself, Freedom Bonds, Canada's Freedom Bonds, for in that word, Freedom, all things are contained and expressed.

Who would not save for freedom. The freedom of the conservation of private enterprise? The freedom of maintaining our standard of living? The freedom of protecting human rights? The freedom to make progress, the freedom of being prepared against any trespass of our liberty and any invasion of our rights?

Considering the time in which we live, the government's proposed Savings Bonds are in reality freedom bonds, with which we do not only save for ourselves, but we save ourselves, becoming the bankers of our own country.

WHAT is our country but our own selves, and that which God Gave us, over which to have dominion.

In the first chapter of *Genesis*, verse 28, it is written, "and God blessed them, and God said unto them, be fruitful, and multiply, and replenish the earth, and subdue it: and have dominion over the fish of the sea, and over the fowl of the air, and over every living thing that moveth upon the earth."

Thanks to the Gideons, I found a Bible in my hotel-room, and also before me is a copy of the week-end picture magazine, September 29th issue, in which there is a story

(Continued on Page 5)

Toronto and District

BILL PRESS

Delegated to direct the cameramen of Associated Screen News for the coverage of the Royal Tour was a well-known former Toronto figure of the film industry, Arnold Hague, news manager of the company.

Arnold Hague is the son of the late Clair Hague, an outstanding trade leader for many years and one of the founders of the Canadian Picture Pioneers.

The Elmwood Theatre at London, Ont., has announced the installation of a new Duosonic sound system which gave a highly satisfactory performance in the recent showing of a bill consisting of Love Of A Clown—Pagliacci, and The Beachcomber.

Manager Bill Trudell of the Capitol Theatre, London, staged a community goodwill stunt in having a personal appearance of the players of the London Majors, new champions of the Intercounty Baseball League.

The league trophy was presented to the team in a ceremony on the stage in conjunction with the showing of The Guy Who Came Back.....

Toronto exhibitors have been granted permission by the Board of Police Commissioners to stage Sunday midnight shows in conjunction with Thanksgiving Day, Oct. 8, and it looks like a big night for the owl performances.

One of the best departmental pictures ever turned out by National Film Board is Stagecoach to the Stars, made for the Canada Post Office, which had its first showing in the presence of the Governor-General, Viscount Alexander of Tunis, at the Canadian National Exhibition grounds, Toronto, in connection with the Canadian International Philatelic Exhibition.

The film gives a history of the postal service over the last 100 years.

Formal notice has been given of the change in location of the head office of Main Theatre Corporation Limited from Toronto to the Village of Sutton, Ont.

The president of the company is H. C. D. Main and the secretary is J. B. Lawson. A number of theatres are operated in small towns of Ontario.

Crowds packed the Hollywood Theatre, Toronto, on the opening days of the Canadian premiere of the British picture, The Worm's Eye View.

This is the season of Canadian premieres, one of them being the engagement of Lady With A Lamp which started auspiciously Wednesday night, Sept. 26, at the Ottawa Capitol.

Laughter in Paradise is scheduled for an early Canadian Premiere at the International Cinema, Toronto, while Tales of Hoffman opened at the Towne Cinema, and This Woman Is Mine at the new Studio Theatre, Toronto.

No less than three men were captured in the Strand Theatre, Hamilton, recently, when police surrounded the building following a report by a citizen that noises could be heard inside the theatre.

Police said an attempt had been made to smash the safe in the manager's office before they went into action.

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Flying Leathernecks Gets Off to Record-Breaking Flying Start

Edmund Grainger's Flying Leathernecks racked up the biggest gross of the past two years on its opening day at the Golden Gate Theatre in San Francisco last week.

The $3,800 take topped everything since Dick Powell personals and the opening of Cry Danger. The picture held for a second week.

Now in its fourth week at the Woods, Chicago, where the world premiere was held, it showed a drop of less than 10 percent to its third week from its second. At the Keith Memorial, Boston, it held for a second week following a first that topped all pictures of all companies to play the theatre since February, 1949.

Similar reports of the best business in year and a half comes from Orpheum, Davenport; Iowa, Cedar Rapids; Orpheum, Des Moines; Orpheum, Sioux City; Keith, Syracuse; and Orpheum, Waterloo.

Flying Leathernecks did best business of the year at the Keith, Dayton and Palace, Rochester, as well as in the Texas cities of El Paso, Fort Worth, Houston and San Antonio.

It has been held over in Cleveland, Kansas City, New Orleans, Omaha, Portland, Maine, Birmingham, Denver, Oklahoma City, Tulsa, Baltimore, Champaign, Dayton, Mineapolis, St. Paul, Providence, Washington, D.C., Philadelphia and Sale Lake City.

Flying Leathernecks played at the Imperial, Toronto recently to excellent business.

Romantic Adventure

"Elizabeth and Robert Browning, Their Love Story," is announced by Jerry Wald and Norman Krasna as one of the most ambitious projects on their 1952 RKO schedule.

Curtis Bernhardt will direct this love story detailing the lives of the poetic couple after their runaway marriage, where the popular play "Barretts of Wimpole Street" concluded.

Most of the story unfolds in Italy. Plans are being formulated to film the greater portion of the story in Florence and Pisa.

Prairie News

By BRUCE PEACOCK

Purnell and Sons, theatre owners of Blairmore and Lacombe, Alta. have purchased the Crescent and Capitol theatres in Red Deer, Alta., formerly owned by Beatty Brothers.

Don Purnell, in charge of the new Orpheum theatre in Blairmore, stated they would take possession of the theatres in October and would continue to operate them in affiliation with Famous Players.

Gordon Purnell, operating the theatre at Lacombe, will take over the houses in Red Deer and will be assisted by Len Purnell, of Blairmore. J. Purnell will be in charge of the theatre at Lacombe.

Purnell and Sons now operate three theatres in Crow's Nest Pass, two at Red Deer and one at Lacombe. Another new theatre will soon be completed at Lacombe.

Jack Watson, of the Rex, Regina, screened a preview of The Prince of Peace for clergymen and others. Picture received a favorable review in The Leader-Post, together with quotes from Regina ministers, and the regular run opened to brisk business.

Manager Arthur Stein has instituted Foto-Nite as a Wednesday evening feature at the Victory, Saskatoon.

RAY PRESENTS

(Continued from Page 3)

by David Willock, captioned, The Salmon Are Running in B.C.

For our American readers I explain that this B.C. is not related to A.D., this B.C. means British Columbia.

The subject of "having dominion," prompts me to quote, "off British Columbia's rugged, spectacularly beautiful coast 12,000 fishermen are hauling in the biggest salmon catch since the war ended. By mid-November, when the season closes, the market value of the succulent salmon is expected to top last year's $48,700,000."

We hear so much of extroverts and introverts in our day and age, of suppressed desires, that I cannot help but wonder if I will ever have time to fish, which is an unfulfilled desire, as far as I am concerned, having come by this longing through honest heredity.

BUT since I have digressed from the Industry Council's sessions to follow through a line of thought, in respect to Freedom Bonds, in relation to the Dominion of Canada, and man's dominion, I have observed, for the first time, that in Chapter I of *Genesis,* verse 26 and verse 28 are different.

In verse 26 it is written that man shall have dominion "over every creeping thing that creepeth upon the earth," in verse 28, it is written that man shall have dominion, "over every living thing that moveth upon the earth."

The verse 26 contains a policy proposed prior to the creation of man, in verse 28 there is the Command after the creation of man, and it appears to be a broadening of the first intention, from "creeping things that creepeth upon the earth," to "living thing that moveth upon the earth."

But I had better move on to a report of the Industry Council's sessions, and cease to adopt a creeping pace.

There was a proposal that the next annual meeting of the Industry Council be held in Banff, that most beautiful Canadian playground. However, the Executive will make the decision, since there is considerable expense involved for that organization which is host, and personal expenses of the delegates, etc.

It was suggested to assemble in Ottawa. Perhaps, by next year, we will have created a Convention Expense Fund, and may be able to move more freely about Canada.

It would bring the East and the West closer together if we, from the East, on occasions, convened in the West. The Western air is good for deep breathing, and there is a freshness and a wholesomeness to the ideas which germinate in the West, not underestimating their lack of inhibitions, and their frankness.

ONE of the high spots of the Industry Council's sessions was the Arthur Hirsch Box-Office Report, with its sub-committee, of which Charlie Chaplin is the chairman, and which outlined the plan of a movie week, or month in Canada, for which there would be an intensive and extensive public relations campaign, and an expansive promotion of current pictures, as released, culminating with a movie event, graced by the personal appearance of screen personalities.

The speech of the Rev. Alexander of Oklahoma, as recorded, was heard, and those who had not previously heard this record, agreed with those who had previously heard the record at Buffalo's Movietime U.S.A. conference, that it expressed showmanship in the fullest sense of this word.

Gordon Spencer, chairman of the Resolutions Committee, presented several resolutions. Ken Leach gave a report concerning provincial legislation, and explained the Emergency Lighting Legislation for the Province of Alberta's theatres.

Fred Dillon gave a report on public relations.

Jack Chisholm presented a report, as Chairman of the Intra-Industry Committee, and brought to the attention of the members the problems submitted to his committee, concerning the preservation of the private enterprise of producers and laboratories in Canada, which should not be subjected to the competition of government-subsidized agencies.

The question of 16 mm. distribution, where competitive with 35 mm., the unfair trade practice of Buck nights, were fully discussed.

IN the Legislative Committee Report Mayor Archie Mason, M.P.P., complimented the Quebec Allied Industries on the defence of the Industry's rights, where unfair or illegal taxation was being imposed, bringing to the attention of the members the sacrifices which were made by Quebec Allied Film Industries to achieve relief from an unfair and onerous position.

John J. Fitzgibbons, C.B.E., as chairman, made special mention of the personal services of Bill Lester of United Amusements of Quebec, of Charles Bourassa and others in connection with the Quebec City tax opposition.

Mayor Archie Mason advised the members that during the meeting of the Mayor's Association in Saskatoon, the Famous Players Canadian Corp. acted in the capacity of being hosts, which was greatly appreciated by the visiting and local mayors.

There was a suggestion made by Gordon Lightstone concerning newsclips which were to be added to newsreels. He emphasized the importance of limiting their length. A resolution followed, requesting that newsreel clips be confined to a maximum of 200 feet in length.

It was further suggested that such newsreel clips be confined to one a month, and that sufficient advance notice concerning newsclips to be used, be forwarded to exhibitors to enable them to regulate provincial and municipal trailer or newsclip appeals, which have been scheduled for community or provincial services.

There was a report on newspaper advertising rates, with the appointment of a special committee of investigation, including Jimmy Nairn, Larry Graburn, Ken Beach, secretary of the Manitoba Exhibitors' Association.

A RESOLUTION was presented in which exhibitors were advised to make their theatres available to Civic Defence Committees, and to co-operate with such committees in service.

The committee on Television was augmented, and advised to make a study of the position of TV, its present expansion and its future potentialities.

There was a resolution of thanks to the Quebec Allied Exhibitors Association for the preliminary and other arrangements which its members made, in connection with the business sessions, and for its hospitality, and to the Distributors Association, a resolution of thanks for its hospitality in officiating as hosts at a luncheon, to which the members of the Industry Council were guests, with other members of the film trade.

Several of the discussions, and some of the Resolutions, dealt with by the Industry Council, were the result of questions raised, and problems as discussed the previous day, by members of the National Committee of Exhibitors' Associations, and which on recommendation, were submitted to the Industry Council members, since their effect were of national film importance.

These questions involved Buck Nights, 16 mm competition, unfair taxation and unfair and onerous or singular legislation, Sunday showings, arbitrary restrictions, Conciliation, Municipal By-laws affecting construction of theatres, city zoning regulations.

(Continued on Page 7)

U-I... The Best Friend Your Box-Office Ever Had!

The Tantalizing Tale... of a Model Teacher's One Wild Fling!
She tried to add ROMANCE to the 3R's ...and lost seven weeks of her life to the luckiest gambler in Town!
"She's my teacher but Pop's doing all the homework!"
"The Lady Pays Off"
Starring
Linda DARNELL · Stephen McNALLY · Gigi PERREAU
with Virginia FIELD
Story and Screenplay by FRANK GILL JR. and ALBERT J. COHEN · Directed by DOUGLAS SIRK · Produced by ALBERT J. COHEN · A UNIVERSAL-INTERNATIONAL PICTURE

Universal International

Another Hit From

Empire- **Universal** *Films Ltd.*

RAY PRESENTS

(Continued from Page 5)

THE present officers and committees, with their respective chairmen, were re-elected. Dave Rothstein was added to the Finance Committee of which R. W. Bolstad is the chairman.

Mr. Winterton was added to the Intra-Industry Committee.

Dave Griesdorf, as vice-president of the Industry Council, made several fine contributions to the many subjects under discussion, as did R. W. Bolstad, Dick Main and John J. Fitzgibbons, as president, presided during the sessions.

IN HIS opening address to the Industry Council's members, Mr. Fitzgibbons stressed the Time Element, the sound of the time clock striking the hour of current events. He pointed out that our Industry was too big and too vast for any one group to control.

"Canada is in an unique position," said Mr. Fitzgibbons, "instead of trailing in the parade of world events, and of picture events, we can, because of our unique position, cut the pattern of our future." He cited General Motors as an example of an influence which had an effect on the entire motor industry.

Mr. Kettering was not only an engineer, but an inventor who applied his special knowledge to the business operation of the motor industry, and whose creative inventiveness not only devised a mechanical self-starter, but promoted the initiative which makes humans self-starters in business operation.

Mr. Fitzgibbons presented a most detailed report on Television, with a complete analysis of every phase of its development, its relationship to our industry, its affect on our industry, its use by our industry, and its affect on each of us who have a stake in the industry of motion pictures.

Mr. Fitzgibbons intimated, that the old order of accepted operational policies could no longer be a hard and fast rule. The cycle had returned again to the explorer, to the inventive and staying-powers of the pioneers of our industry, having due regard to the era in which we lived.

THE spirit of his address conveyed the message of "together we stand, divided we fall." In the midst of wars and rumours of wars, this was no time for a wailing and a gnashing of teeth, this was the time for a revival of that old-time get-together spirit, and whatever is our inspiration and our strength, into the melting pot these should go, to give our industry vision and sustenance.

It would be repetitious to report on the Committee of Exhibitors' Associations, of which Morris Stein was such a reliable and solid chairman, and this reference has no allusion to my good friend Morris' weight. I like not "a lean and hungry look" in an executive, any more than Caesar enjoyed such a look in Cassius.

We all know, that Morris Stein has a keenness of mind and an agility of thought, as well as an elasticity, which makes him an ideal chairman of any committee.

A camel can absorb enough water, it is said, to last for seven days, but the camel absorbs it in one drink. Ladies and gentlemen, I convened and listened, and talked for five days, and believe me I have no ambition to emulate a camel.

Shall I make an honest confession? I am weighted down with all which transpired during those memorable five days of last week in our industry. Too much may be as bad as too little, in imparting to you what transpired, therefore, permit me to risk the censure of too little, and point to the little fellow sitting on a cake of ice.

Four Regional Sales Meetings For Republic Pictures

In line with company policy to conduct sales meetings every few months Pepublic Pictures announced a series of four regional conferences with branch managers of its 32 exchanges with the first at the studio with James R. Grainger, executive vice-president in charge of sales and distribution, presiding.

All four meetings will be attended by company president Herbert J. Yates who is expected to outline the array of product Republic plans to release in the next few months as well as point up the company's praticipation in the Movietime, U.S.A. campaign.

The agenda for the meetings will cover a discussion of sales, advertising and exhibitor plans for such forthcoming product as Adventures of Captain Fabian, starring Errol Flynn and Micheline Prelle; the new Judy Canova feature in advanced Trucolor, Honeychile; The Wild Blue Yonder, B-29 Air Force saga starring Wendell Corey, Vera Ralston, Forrest Tucker and Phil Harris; The Sea Hornet, with Rod Cameron, Adele Mara, Adrian Booth and Chill Wills; and Republic's John Ford Technicolor production, The Quiet Man, starring John Wayne and Maureen O'Hara.

Additional campaigns and policies will also be outlined for the new Rex Allen western feature, Utah Wagon Train, and Havana Rose, starring Cuban star, Estelita.

Republic Pictures are released in Canada through Empire-Universal under the direction of R. W. Perry, general sales manager.

Nanette Fabray

M.G.M. has signed Nanette Fabray, Broadway musical comedy star to a long term contract. Producer Arthur Freed is preparing an original story in which she will co-star with Fred Astaire as her first assignment.

THE LONESOME GAL

Dore Schary purchased direct from "The Lonesome Gal," mysterious and exciting radio personality, the dramatic story of her career, to be filmed by MGM as one of its most important productions of 1952. Writers will be assigned immediately to the screen play, and it was announced that Lana Turner and Ava Gardner would be given top consideration for the starring role.

The picture, to be titled The Lonesome Gal, will tell the story of a girl who rose through her own personal setbacks to find a renewed faith in love and become one of the most unique successes in the entertainment world.

First heard over a single local station in Dayton, Ohio, in 1947, the owner of the sultry and soothing voice then was broke and out of a job. Today, she has one of the most widely heard programs in the country, a show heard nationwide. Despite her now established success, she still prefers to be known only as "The Lonesome Gal," who "loves you better than anybody in the world."

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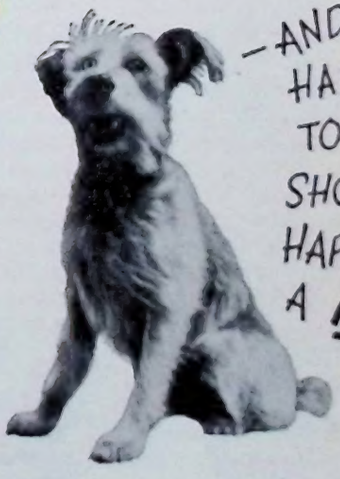

—AND WHAT HAPPENS TO ME SHOULDN'T HAPPEN TO A **MAN!**

Distributed by
RKO RADIO PICTURES

NORMAN KRASNA PRODUCTION

MARGALO GILLMORE • LON CHANEY and "ARCHIE," The Dog

by GEORGE BECK

AFTER THE FIFTH DAY

(Continued from Page 1)

with Arthur Hirsch and Alex Adilman, theatre operators in Montreal and the Quebec territory, and who, among us, does not remember in the long, long ago George Ganetakos and Ernest Cousins?

George, in particular, when he was a volatile and fiery independent theatre-operator in Quebec, prior to becoming a partner-affiliate, the latter association which made him even more volitale and fiery an independent, in the expression of his viewpoint of how motion pictures should operate, bringing into the Famous Players Canadian Corp, the excellent services of his son John, of Bill Lester, another aggressive independent theatre operator, and Mr. Tabah of Confederated.

Those of us who know the operation of Consolidated Theatres in Montreal and Quebec, know that Arthur Hirsch and Alex Adilman are both outstanding and wise showmen, who know what they want, why they want it, and who generally get what they want.

There is Gordon Miller of Peterborough, there is Billy Summerville, Jr., son of Bill Summerville, a veteran showman, with the son carrying on where the senior Summerville left off, and adding strength and progress to the B & F partner-affiliate.

There is David Korman and his sons, including the aggressive Sam. W. W. O. Fenety, a pioneer showman of Fredericton.

Messrs. Eldridge, Gouthro, Frederick McGregor and George M. Walker of New Waterford, Nova Scotia.

John E. Butler of Moncton, New Brunswick. All of us, who are pioneers, know John Butler as a wise showman.

We must not forget that distinguished Quebec partner-affiliate Monsieur Arthur Paquet, who has been a Famous Players conference-host at previous Eastern conferences, and who is always such a cheery optimistic showman.

There is the group in Three Rivers, Que. Mrs. A. M. Trepanier, Messrs. Sarto, Robert and Gerrard Robert.

There is the famous Mascioli family of Timmins and Stuart H. Fleming, K.C. of St. Catharines, Chris Georgas and sons of Owen Sound, including Mama Georgas, the latter who never misses a conference if possible.

There are partners North, South, East and West, some veterans and pioneers, some who belong to the Famous Players Canadian family of younger partner-affiliates, in which classification we come to the Twinex Century Theatres Corp. Ltd. one of Famous Players Canadian Corp.'s progressive and ever-growing theatre operators, the officers of which company are N. A. Taylor, Raoul Auerbach, Harry Mandell and their partner affiliates New Strand Theatres Ltd. M. Axler and R. Axler,

(Continued on Page 12)

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MAKERS of your TELEPHONE

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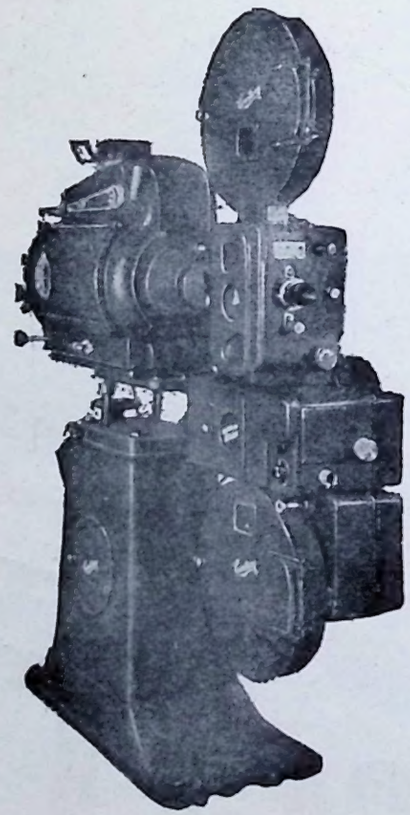
The Northern Electric Company knows how to make Theatre Sound Equipment and they make it right here in Canada. The NORTHERN ELECTRIC MASTER SOUND SYSTEM. It's the finest machine on every count — sound quality, simplicity, durability, and style. Improved methods of controlling the movement of film, better amplification of the energy picked up by the photo-electric cell, and improved conversion of the electrical energy into acoustic energy . . . these features make the Northern Master outstanding.



- Hydro Flutter Suppressor reduces mechanical flutter to less than one-half of the standard set for the industry.
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MOTION PICTURE PRODUCERS AND DISTRIBUTORS GIVE LUNCHEON TO INDUSTRY COUNCIL'S DELEGATES, MOUNT ROYAL HOTEL, MONTREAL, WEDNESDAY, SEPTEMBER 26th.

Left to right—Fred Dillon, Gordon Spencer, John J. Fitzgibbonss, C.B.E., Morris Stein, David Griesdorf, Charlie Chaplin and Arch Jolley. Seated —Mayor Archie Mason, M.P.P. and Jack Chisholm.

Left to right—Gerry Chernoff, Henry Falk, Sam Kunitsky, Carl Peppercorn, Mickey Eisman, Bill Elman, Gordon Lightstone, Bob Hurwitz, Dutch Levitt and Dave Rothstein.

Left to right—Arch Jolley, P. W. Mahon, Mrs. A. Jolley, Leonard Johnson, Ray Lewis, Molley Foreman, Mrs. Len Johnson and Mayor Archie Mason and his daughter Mrs. Brown.

Left to right—Jack Chisholm, John J. Fitzgibbons, C.B.E., Arthur Hirsch, Harvey Harnick and Ben Freedman.

AFTER THE FIFTH DAY

(Continued from Page 10)

Acme Theatres Ltd. Syd Roth, Kum-C Pix Theatres Ltd. Jacob Smith, and lest we forget another pioneer Victor Simone, Radio City Theatre, an affiliate of the B & F Theatres. Here, we must add that Victor Simone and Jacob Smith are both veteran pioneers.

I have endeavored to stay with the partner-affiliates of the Eastern group of Famous Players, all of which partners were present personally at the conferences in Ste. Marguerite, Que. or were represented, including Avenue Theatres Limited and Pylon Theatres Limited of Toronto, which Ray Lewis represented as a partner-affiliate, John Saso & sons of Barrie, Messrs. F. J. Ritchie and J. M. Dobbie of Brockville; Clarence Markell, another pioneer-showman of Cornwall, Ont., H. W. Braden of United Amusement Co. Ltd. Hamilton; Mrs. Agnes Connor of Glace Bay, N.S.; D. P. MacDonald of Sydney, N.S.

There are several other partner-affiliates in Ontario, but these belong to the Western Division, and were not present at the Eastern Conferences. However, what was said, the plans which were discussed and formulated, included all the partner-affiliates, and the managers of the wholly-owned Famous Players Canadian Corp.'s theatres, as an example of such inclusion, Ray Tubman of Ottawa and Bob Roddick of Halifax, were both present at the Eastern conferences and participated in the discussions.

Fortunately or unfortunately, as editor of The Digest, it is impossible to give you a detailed report of the many discussions involving policies of theatre operations and the many subjects under microscopic analysis and discussion.

In the classification of "fortunately" the writer is a partner-affiliate of Famous Players Canadian Corp., which unfortunately prevents a disclosure of company policies, problems and solution of such problems. However, this is no trespass on an editor's free press rights, for as a reporter or editor, and not as a partner-affiliate, the writer would not have had an opportunity to be present at these intimate family discussions.

The writer leaves the answer to this question up to you; if your family had certain problems, if your family had certain plans, would you tell your neighbors of these problems and plans before the problems were solved and the plans put into operation? Your reply is "no." Therefore, dear readers, this is the Digest editor's postion, but this much can be told, the sale of Book-Tickets will be augmented to cover all-year-round sales; motion pictures, which have staying box-office potentialities, will be given every opportunity for extended runs, taking into consideration commitments concerning locked-dates on other pictures and the consideration of playing-time for the other fellow.

Public relations between theatres and communities in which theatres are situated will be accelerated—greater co-operation will be extended to exploitation representatives of Producers and Distributors to find the saleable and marketable assets of pictures, closer co-operation through personal contacts will be introduced between employer and employees, with the objective of rewarding individual effort in every department and possible promotions of employees, new ideas in exploitation, in theatre operation, including efficiency of staffs, care of theatre properties, care of confections, public service will be requested, and consideration given to the source from which such ideas will come, with compensation for such initiative and co-operation introduced into the company's policies.

Famous Players gave to each of those assembled a printed summary of some of the pictures for which this Company had made theatre exhibition deals, compiled by Ben Geldsaler. A pamphlet, the title of which is, A Practical Service Manual for the Theatre Staff, which was assembled in printed form by the editors of the trade paper Exhibitor, and a Famous Players' Booklet, the front page which reads, Our Performance—How We Can Improve It, were distributed.

The Famous Players booklet covers every phase of theatre operation, requesting suggestions concerning same, which if and when answered, with the theatre manager's name signed therein, his theatre, and which returned to the Head Office of Famous Players Canadian Corp. in Toronto, will be acknowledged with a follow-up from the Head Office by way of a concrete award.

We are all vitally interested in Television, and John J. Fitzgibbons did not spare himself, nor those present, in presenting a most comprehensive and statistical report on this subject. Again the details and the information on TV cannot at the present time be reported editorially, but this much can be told, TV is a formidable competitor in the field of entertainment, it is already operative through the U.S. in Canada, it will test the showmanship ability of all of us, but we can meet this test successfully, if we retain our faith, our interest in our business, in the motion picture industry, still proving to our present patrons, through better entertainment values in pictures, and public service in our theatres, that motion pictures are the most satisfying, the best form of entertainment which it is possible to consistently secure, and at the lowest cost for such entertainment.

There are hundreds of thousands of people who occasionally, or never go to see motion pictures. This presents a challenge to us, will Television win this patronage or motion picture theatres? It is worth consideration, and it is worth the effort to secure this patronage. It will mean for our future the difference between profit and loss.

We are fifty years ahead in entertainment service to the public, than is Television. Where do we go from here, having a half-of-a-century start in the race of public appeal? Application, specialization, perspiration and inspiration, in the words of the Rev. Bill Alexander of Oklahoma. It is The Digest's opinion, that there is nothing on earth that can beat such a quartette of co-operation set into operation.

It would be remiss to forget to mention that John Ganetakos provided the fleet of automobiles from Montreal to Ste. Marguerite, and return to Montreal, for those in conference, and for which hospitality all are appreciative and give thanks.

As guests of Famous Players Canadian Corp. those in attendance at the Eastern Conference express our thanks to this company, who treated us royally, finishing with a gala dinner party to which the autumnal colours lent a festive note of decoration.

We must not forget to mention a new partner-affiliate, Mr. J. Harper Kent of Bathurst, N.B., to whom we can point now as one of our "rich relatives," but even better than riches is the fact that he is rich in business-sense.

We must not omit our old friend and pioneer, Basil Salamis, a partner-affiliate of United Amusements of Quebec Limited and to mention the beauty of that drive from Montreal to Ste. Marguerite, until we reached the Alpine Inn with a replica setting of a Chalet in Switzerland. What beauty there is in the Laurentians, and without being accused of flag-waving, may your editor add, how beautiful is Canada, and how fortunate are we, who live within her domain, and those who are invited to come here and to become one of our people.

Talent Showcase

The first Canadian attempt to adapt the multiple-camera techniques of television to the production of low-cost motion pictures has just been released to Canadian theatres by the National Film Board.

Called "Talent Showcase", the film features Gisele LaFleche of Winnipeg, who has just recently made her debut on U.S. national radio networks under the stage name, Gisele Mackenzie; Montreal vocalist Ann Somers, who sings "How High The Moon" (now on the Hit Parade); Neil Chotem, Saskatchewan-raised pianist; the male quartet, "The Commodores"; and Andree Lescot, Haitian-born, newly naturalized Canadian soprano.

CAPITAL STORY

By BILL McLAUGHLIN

Illness of the King and postponement of the visit of their Royal Highnesses Princess Elizabeth and the Duke of Edinburgh caused a quick change in movie bookings at many local theatres. Several theatres had arranged special shows for the occasion, the Capitol, for instance, where manager Ray Tubman had expected to present The Lady With A Lamp. Bookings on the Neagle-Wilcox production and other appropriate films have been held up until definite dates for the Royal Visit have been arranged.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL
Rhubarb (Para.) with Ray Milland and Jan Sterling.

LOEW'S
Rich, Young and Pretty (MGM) with Jane Powell and Wendell Corey.

UPTOWN
The Lady Pays Off (E-U) with Linda Darnell and Stephen McNally.

SHEA'S & EGLINTON
Painting the Clouds with Sunshine (WB) Technicolor with Dennis Morgan and Virginia Mayo.

UNIVERSITY & NORTOWN
Darling How Could You (Para.) with Joan Fontaine and John Lund.

ODEON-CARLTON
Second Week. Thunder on the Hill (E-U) with Claudette Colbert and Ann Blyth.

HYLAND
No Highway in the Sky (20th-Fox) with James Stewart and Marlene Dietrich.

VICTORIA
Fourth Week. David and Bathsheba (20th-Fox) Technicolor with Gregory Peck and Susan Hayward.

TOWNE CINEMA
Tales of Hoffmann (IFD) Technicolor with Moira Shearer and Robert Helpmann.

INTERNATIONAL CINEMA
Fifth Week. Bitter Rice (IFD) with Silvana Mangano.

DOWNTOWN
Warpath (Para.) Technicolor and The Lion Hunters (Mono.).

STUDIO
This Woman is Mine (Alliance) with Eli Parvo.

VANCOUVER

VOGUE
Third Week. The Browning Version (JARO) with Michael Redgrave and Jean Kent.

CAPITOL
Rich, Young and Pretty (MGM) Technicolor with Jane Powell and Wendell Corey.

STRAND
Fort Worth (WB) Technicolor with Randolph Scott and David Brian.

ORPHEUM
Rhubarb (Para.) with Ray Milland and Jan Sterling.

CINEMA
Peking Express (Para.) and The Home Town Story (MGM).

PARADISE
The Count of Monte Cristo (UA) and The Son of Monte Cristo (UA).

PLAZA
Night Without Stars (JARO) with David Farrar and Nadia Gray.

SAINT JOHN

CAPITOL
Lost Continent (IFD).

PARAMOUNT
Flying Leathernecks (RKO) Technicolor with John Wayne and Robert Ryan.

STRAND
The Iron Man (E-U) with Jeff Chandler and Evelyn Keyes.

CALGARY

CAPITOL
Captain Horatio Hornblower (WB) Technicolor with Gregory Peck and Virginia Mayo.

PALACE
Strangers on a Train (WB) with Farley Granger and Ruth Roman.

GRAND
Meet Me After the Show (20th-Fox) Technicolor with Betty Grable and Macdonald Carey.

UPTOWN
The Dark Man (JARO).

STRAND
Best of the Badmen (RKO) Technicolor and Yes Sir, Mr. Bones (Cardinal).

MONTREAL

CAPITOL
Little Egypt (E-U) Technicolor with Mark Stevens and Rhonda Fleming.

LOEW'S
Third Week. Show Boat (MGM) Technicolor with Kathryn Grayson and Ava Gardner.

PALACE
A Place in the Sun (Para.) with Montgomery Clift and Elizabeth Taylor.

SNOWDON-OUTREMONT
The Lady Pays Off (E-U) with Linda Darnell and Stephen McNally.

PRINCESS
The Secret of Convict Lake (20th-Fox) with Glenn Ford and Gene Tierney.

ORPHEUM
Third Week. David and Bathsheba (20th-Fox) Technicolor with Gregory Peck and Susan Hayward.

IMPERIAL
Warpath (Para.) Technicolor with Edmond O'Brien and Dean Jagger.

AVENUE
Seven Days to Noon (IFD) with Barry Jones and Olive Sloane.

KENT
The Clouded Yellow (JARO) with Jean Simmons and Trevor Howard.

SYSTEM
City Without Men (Alliance) and Jack London (Alliance).

Manager Bob Maynard is devoting one day each week to French-language pictures (the only theatre doing so at the moment), at the Francais. Situated on Dalhousie street in a predominately French section of the city, Bob is doing right well with his once-a-week venture.

Manager Ernie Warren has just concluded what is somewhat of a record at 20th Century's Dual Elgin Theatres. RKO's Kon Tiki played for four consecutive weeks to big business at the Little Elgin, while Paramount's Rhubarb was held over for a second week in the main auditorium to make two hold-overs playing the Elgin at the same time.

Near-panic swept through the packed Capitol Theatre on Saturday afternnon when a youth seated in the top balcony shouted "Fire". Adults and hundreds of children attending the show made for the exits, the main doors and via fire escapes. That nobody was injured is due to the management and house personnel who kept to their positions and informed patrons that no danger of fire existed. Police called to the theatre searched in vain for the offender while the show continued.

Still another near-panic in a movie house to report. It happened this time at the Nelson Theatre where manager Bull Curley was staging a fashion show on the stage. Credit for preventing a possible stampede to the exits of some 600 patrons goes to Miss Bunny Cuyler, an Ottawa girl who was presenting her Fashions for Fall. Draw curtains started smoldering from heat generated by three stage spotlights and Miss Cuyler in a cool, calm voice, requested patrons to remain in their seats or file out slowly. The models continued to parade while Bunny resumed her running description.

The man who staged a monster bingo at the Coliseum in aid of the Riverdale athletic club was heavily fined in court for operating a gambling game. Monopoly on the big bingo games is held by service clubs who donate entire proceeds to charitable purposes. According to the law as it now stands, they are permitted to stage bingos for valuable prizes "occasionally," which, any theatre manager will tell you, is more frequent than occasionally.

His Excellency the Governor General and Lady Alexander attended the premiere of The Lady With A Lamp at the Capitol Theatre on Wednesday, September 26. They passed through a guard of honor composed of St. John's Ambulance and Red Cross nurses drawn up in ranks on the theatres grand staircase.

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THE WOODEN HORSE Leo Genn, David Tomlinson, Anthony Steel

INTO THE BLUE Michael Wilding, Odile Versois, Jack Hulbert, Constance Cummings

THE ELUSIVE PIMPERNEL David Niven, Margaret Leighton. In Technicolor

FLESH AND BLOOD Richard Todd, Glynis Johns, Joan Greenwood

CRY THE BELOVED COUNTRY Canada Lee, Joyce Carey, Sydney Poitier

OUTCAST OF THE ISLANDS Trevor Howard, Ralph Richardson, Robert Morley, Wendy Hiller

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